

Agenda Report

April 25, 2011

TO: Honorable Mayor and City Council
FROM: Public Health Department
SUBJECT: ADOPTION OF RESOLUTIONS TO BECOME A HEALTHY EATING ACTIVE LIVING (HEAL) CITY AND A LET'S MOVE! CITY

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolutions to become a Healthy Eating Active Living (HEAL) City and to support preventative measures to fight obesity as set forth by the First Lady of the United States of America in the Let's Move! Campaign, in order to encourage physical activity and good nutrition.

BACKGROUND:

The United States faces increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. In particular, over the past three decades, childhood obesity rates in America have tripled. Today, nearly one in three children in the United States is overweight or obese, which puts them at greater risk for health problems like diabetes, heart disease, high blood pressure, cancer and asthma. Obesity costs Americans \$150 billion in added health care expenses every year.

The Pasadena Public Health Department (PPHD) has worked for nearly 20 years to raise awareness about obesity, the need for improved access to healthy food, and increased physical activity. PPHD provides nutrition education to pregnant and parenting women in its prenatal clinic, the Black Infant Health Project, and the WIC Supplemental Nutrition program, relying on dietician expertise to promote healthier nutritional choices. In addition, PPHD offers Pasadena Anti-obesity Community Education (PACE), a four week series of classes designed to develop healthy living leaders who will share their enhanced understanding of nutrition, physical activity, and healthier lifestyles with their families, neighbors, and other associates. This highly effective program, funded by the Network for a Healthy California, has graduated hundreds of parents and caretakers, who are primarily Spanish monolingual.

PPHD collaborates with the Pasadena Unified School District and other members of the Pasadena Healthcare Link to raise awareness about the childhood obesity epidemic and improve physical activity opportunities for Pasadena's children and youth. Over the past year, as a grantee of Renewing Environments for Nutrition Exercise and Wellness (RENEW) -- which is part of the First Lady's Let's Move! Campaign -- PPHD has undertaken nutrition policy planning with a youth leadership development component. The intended outcome is a City Ordinance that will eliminate sweetened beverages from all vending machines on City of Pasadena property.

The League of California Cities adopted a resolution in 2004 to encourage cities to embrace policies that promote healthier lifestyles and communities. Two years later, the League adopted another resolution to work together with the Institute for Local Government and the Cities Counties and Schools (CCS) Partnership to develop a clearinghouse of information that cities can use to promote wellness policies and healthier cities. In response to this League resolution, the League, the CCS Partnership, and the California Center for Public Health Advocacy have launched the "Healthy Eating Active Living Cities Campaign," or HEAL. The HEAL campaign works with California cities to adopt policies that will improve physical activity and food environments for all residents. The campaign also offers training, technical assistance, and publicity to help the HEAL Cities empower their communities toward improved health outcomes.

By adopting a resolution to become a HEAL City, the City of Pasadena will join approximately 70 other cities in California in promoting physical activity and supporting healthier choices. Additional benefits of participating in the HEAL campaign include:

- Partnership with other municipalities for best practices and additional resources.
- Statewide recognition at the HEAL Cities Campaign breakfast at the League of California Cities' Annual Conference.
- Authorization to use the HEAL Cities Campaign logo on the City of Pasadena website.
- Public relations support.
- Enhanced community visibility and pride.

Similarly, Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Combining comprehensive strategies with common sense, Let's Move! is about putting children on the path to a healthy future during their earliest months and years.

By adopting a resolution to become a Let's Move! City, the City of Pasadena will join cities and towns throughout the country in helping to solve the crisis of childhood obesity. Additional benefits of participating in this campaign include:

- Partnership with other municipalities throughout the country to gain new ideas and share resources.
- Opportunities for recognition through stories on the www.letsmove.gov website and through participation in White House sponsored calls and events.
- Technical assistance from federal agency staff.
- Access to opportunities for funding for healthy communities initiatives and obesity prevention through federal grant resources.

COUNCIL POLICY CONSIDERATION:

Adoption of these resolutions by City Council advances the Strategic Planning Goal to support and promote the quality of life and local economy by encouraging and guiding residents to practice good nutrition and become more involved in physical activities.

ENVIRONMENTAL ANALYSIS:

The adoption of resolutions to become a HEAL City and a Let's Move! City does not result in any new regulations, restrictions, or requirements. As such, the resolution is exempt from CEQA, because it has no potential for causing an effect on the environment.

FISCAL IMPACT:

The adoption of resolutions to become a HEAL City and a Let's Move! City will not have a fiscal impact on the City, because there are programs currently in place that align with the goals of both the HEAL and Let's Move! campaigns.

Respectfully submitted,



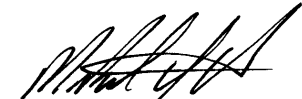
Eric G. Walsh, MD, MPH
Director of Public Health/Health Officer

Prepared by:



Erika Davies
Executive Secretary

Approved by:



MICHAEL J. BECK
City Manager

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA FOR A
HEALTHY EATING ACTIVE LIVING CITY

WHEREAS, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise;

WHEREAS, the League of California Cities has a strategic goal to promote and develop safe and healthy cities;

WHEREAS, in July 2010 the League of California Cities Board of Directors resolved to partner with and support the national Let's Move! Campaign, and encourages California cities to adopt preventative measures to fight obesity; and

WHEREAS, more than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension;

WHEREAS, one in four youth between the ages of 9 and 16 in California is overweight, with a 23% prevalence of childhood obesity in the City of Pasadena; and

WHEREAS, more children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 diabetes and

heart disease; WHEREAS, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity;

WHEREAS, teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese, and 52% of children and adolescents between the ages of 2 and 17 and 22% of adults ages 18 and older drink one or more sodas per day in the City of Pasadena;

WHEREAS, the City of Pasadena has partnered with the Renewing Environments for Nutrition, Exercise, and Wellness (RENEW) Program and the Let's Move! Campaign to provide training and technical assistance to help city officials adopt policies that improve communities physical activity and retail food environments;

WHEREAS, Pasadena's efforts around increasing the walk-ability of the City predates the California Senate Bill 375 and Assembly Bill 32 call on cities to adopt plans to reduce greenhouse emissions which include reducing vehicular miles traveled;

WHEREAS, the City of Pasadena has chosen to be an environmental advocate and a leader in environmental compliance and protection;

WHEREAS, the City of Pasadena 2004 General Plan sets forth as one of its seven guiding principals the ability to move about without the use of a car, incorporating bicycles and pedestrians into the street design process; and

WHEREAS, the City Council hereby recognizes that obesity is a serious public health threat to the health and wellbeing of adults, children and families in the City of Pasadena. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that

end:

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pasadena

that:

I. Built Environment

The City of Pasadena should make every effort to:

- Plan and construct a built environment that encourages walking, biking and other forms of physical activity;
- Address walking and biking connectivity between residential neighborhoods and schools, parks, recreational resources, and retail;
- Facilitate the citing of new grocery stores, community gardens and farmers markets in underserved communities to increase access to healthy food, including fresh fruits and vegetables;
- Expand community access to indoor and outdoor public facilities for physical activity through joint use agreements with schools and/or other partners;
- Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity and access to healthy foods wherever and whenever possible, including compact, mixed-use and transit-oriented development;
- Include health goals and policies related to physical activity and access to healthy food in the general plan update;
- Build incentives for development project proposals to demonstrate favorable impact on resident and employee physical activity and access to healthy foods;
- Examine racial, ethnic, and socio-economic disparities in access to healthy foods and physical activity facilities or resources and adopt strategies to remedy these

inequities.

II. Employee Wellness

In order to promote wellness within the City of Pasadena and to set an example for others, the City of Pasadena pledges to adopt and implement an employee wellness policy that will:

- Offer employee health incentives for healthy eating and physical activity¹ ;
- Accommodate breastfeeding employees upon their return to work;
- Encourage walking to meetings and use of stairways.

The City of Pasadena will evaluate the feasibility of setting nutrition standards for vending machines located in city owned or leased locations²; and evaluate the feasibility of setting nutrition standards for food offered at city events, city sponsored meetings, served at city facilities and city concessions, and city programs.

III. Healthy Food Access

The City of Pasadena encourages restaurants doing business in the City of Pasadena to:

- Disclose the calorie amount and grams of fat for each menu item listed on a menu or menu board in a clear and conspicuous manner.
- Remove foods containing artificial trans-fat from their menu offering.

The City of Pasadena encourages food retailers doing business within the city to prominently feature healthy check-out lanes free of high density foods;

Restaurants and food retailers that promote healthy food choice in the above manners be recognized by the city and will be entitled to display a City of Pasadena

¹ May include incentive such as fresh fruit in break rooms, gym discounts, fifteen minutes paid exercise time per day, etc.

² Various standards available from HEAL Cities Campaign

Healthy Eating Active Living logo.

IV. Implementation

The Director of Public Health/Health Officer should report back to the City Council annually regarding steps taken to implement this Resolution, additional steps planned, and any desired actions that would need to be taken by the City Council.

Adopted at the regular meeting of the City Council of the City of Pasadena on the _____ day of _____ 2011, by the following

vote:


AYES;

NOES:

ABSENT:

ABSTAIN:

APPROVED AS TO FORM:


Scott D. Rasmussen
Assistant City Attorney

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA TO
BECOME A "LET'S MOVE!" CITY

WHEREAS, the City of Pasadena supports policies that focus on health and wellness, continuing education, and healthier lifestyles in all communities;

WHEREAS, the City of Pasadena, Pasadena Unified School District, and key community partners have adopted policies, programs, and ordinances that promote healthy lifestyles by making their communities walkable, promoting youth and senior activities, eliminating the sale of junk food in school facilities, and providing exercise opportunities for their residents;

WHEREAS, city officials believe there are important, long-term community benefits to be gained by encouraging healthy lifestyles, including a decrease in the rate of childhood obesity and its negative health-related impacts;

WHEREAS, the City of Pasadena and key community partners can work together to understand the relationship between obesity, land-use policies, redevelopment, and community planning;

WHEREAS, the City of Pasadena and key community partners have made incredible progress to ensure that there are safe places for local residents to be active such as in parks, ball fields, pools, gyms, and recreation centers;

WHEREAS, access to healthy foods has a direct impact on the overall health of our community and planning for fresh food should be a priority;

WHEREAS, the City of Pasadena has partnered with the Renewing Environments for Nutrition, Exercise, and Wellness (RENEW) Program and the Healthy Eating Active Living (HEAL) Cities Campaign to provide training and technical assistance to help city officials adopt policies that improve the community's physical activity and retail food environments; and

WHEREAS, the City of Pasadena supports the Let's Move! Campaign headed by the First Lady of the United States, the President's Task Force on Childhood Obesity and Secretary of Health and Human Services in an effort to solve the challenge of childhood obesity within a generation:

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pasadena, that:

1. The City of Pasadena supports preventative measures to fight obesity as set forth by the First Lady of the United States of America in the Let's Move campaign.
2. The City of Pasadena supports efforts to: (1) help parents make healthy family choices; (2) create healthy schools; and (3) provide access to healthy and affordable foods, and (4) promote physical activity.

Adopted at the regular meeting of the City Council of the City of Pasadena on the

_____ day of _____ 2011,

by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED AS TO FORM:



Scott D. Rasmussen
Assistant City Attorney